

# square<sup>2</sup> square bike ride

## 2016 Sponsorship Package





## ABOUT THE SQUARE 2 SQUARE BIKE RIDE

The Square 2 Square Bike Ride is a family fun bike ride for all ages and skill levels. The ride is 32 miles from start to finish with several stopping points along the way. All riders receive a finisher medal, t-shirt, and pint glass.

In this year's spring event, riders will start at the Walton Arts Center in downtown Fayetteville. Three pit stops will be located along the route featuring live music, bike zoo exhibits, bike maintenance services, food, drink, and vendors. Riders will finish just north of the Bentonville Square at Lawrence Plaza where they will be greeted with a medal, live music, food, drink, and post ride celebration. The Square 2 Square Bike Ride will reverse its course in the fall creating another great ride opportunity!

## WHY YOU SHOULD SPONSOR THE SQUARE 2 SQUARE BIKE RIDE

1. The Square 2 Square Bike Ride is a joint effort between the Parks and Recreation Departments of the cities of Bentonville and Fayetteville. Your sponsorship dollars help our departments put on fun community events like the Square 2 Square Bike Ride.
2. 750 riders participated in the inaugural Square 2 Square bike ride in September 2015. We estimate that will have more than 1,000 riders for the spring and fall 2016 rides.
3. Square 2 Square is a regional event giving sponsors wide spread visibility in Northwest Arkansas and beyond.
4. Families and individuals of all ability levels are encouraged to participate in the Square 2 Square Bike Ride creating a broad and diverse audience for your company to reach.
5. The Square 2 Square Bike Ride has high regional exposure that includes Downtown Fayetteville, Downtown Bentonville, and the five communities spanning the Razorback Regional Greenway in between.

May 2014, 2016 -- SPRING Ride

September 10, 2016 - FALL Ride



## Presenting Sponsor

\$5000; \$8000 for both events

As the presenting sponsor, your company name becomes ingrained in the Square 2 Square ride. Riders and patrons alike will view you as the primary sponsor of the Square 2 Square Bike Ride. Your sponsorship is a partnership with our team.

### Benefits Include:

- Event branded as "The Square 2 Square Bike Ride presented by XYZ Company"
- Your logo will appear on all signage and banners for the event
- Your logo will appear on all marketing including rack cards, posters, web sites, social media, and e-blasts
- Your logo will be printed on the event map given to riders
- Your logo will be placed on mile markers along the route

### Additional Benefits:

- Your company's logo printed on all event t-shirts
- We want your company to have a strong presence at this event -- set up tents, give out product, and speak to riders. We want you to celebrate with our riders as they complete the Square 2 Square Bike Ride!

## Finish Line Sponsor

\$2500; \$4000 for both events

Located at Lawrence Plaza in Downtown Bentonville, the finish line is the grand finale for all riders. Music, food, drinks, Bike Zoo exhibits, bike shops, entertainment, and more will all greet riders as they finish their trek through Northwest Arkansas. The finish line structure is set up for more than 7 hours in Downtown Bentonville giving your company exposure to thousands of patrons and riders all day.

### Benefits Include:

- Finish Line branded as "Square2Square Finish Line presented by XYZ Company"
- Your logo will appear on signs and banners at the finish line with exposure to riders and patrons in the downtown Bentonville area
- Your logo will appear on all relevant marketing including rack cards, posters, websites, social media, and e-blasts
- Finish line location labeled with your logo on the event map given to riders

### Additional Benefits:

- Your logo printed on event t-shirts
- We want your company to have a strong presence at the finish line --set up tents, give out product, speak to riders as they finish. We want you to celebrate with our riders as they complete the Square 2 Square Bike Ride!



## Pit Stop Sponsor

\$1500; \$2500 for both events

Along the route we will have three "Pit Stops" for riders. Pit Stops will feature live music, food, drinks, Bike Zoo exhibits, bike maintenance stations, and more.

Pit Stop Locations- Lake Fayetteville, Downtown Springdale, and Mercy Trailhead in Rogers

### Benefits Include:

- Your pit stop branded as "Square2Square Pit Stop presented by XYZ Company"
- Your logo will appear on signs and banners at the Pit Stop location along the Square 2 Square route
- Your logo will appear on all relevant marketing including rack cards, posters, websites, social media, and e-blasts
- Pit Stop location labeled with your logo on the event map given to riders

### Additional Benefits:

- Your logo printed on event t-shirts
- We want your company to have a strong presence at your pit stop as riders come through! Set up tents, give out product, speak to riders as they come through

## Start Line Sponsor

\$1500; \$2500 for both events

Located at the Walton Arts Center in Downtown Fayetteville, the start line is where the fun begins!

Music, food, drinks, and Bike Zoo Exhibits will all be a part of the start of the Square 2 Square Bike Ride.

### Benefits Include:

- Start Line branded as "Square2Square Start Line presented by XYZ Company"
- Your logo will appear on signs and banners at the Start Line with exposure to riders and patrons in the downtown Fayetteville area
- Your logo will appear on all relevant marketing including rack cards, posters, websites, social media, and e-blasts
- Start line location labeled with your logo on the event map given to all riders

### Additional Benefits:

- Your logo printed on all event t-shirts
- We want your company to have a strong presence at the start line --set up tents, give out product, speak to riders at the start. We want you to have a big presence at the start line!



## Post Ride Celebration Sponsor

\$1000; plus product

### Benefits Include:

Event becomes branded as "Post Ride Celebration presented by XYZ Company."

- Your logo will appear on signs and banners at the Post Ride Celebration with exposure to riders and patrons visiting the downtown Bentonville area
- Your logo will appear on all post ride celebration specific e-blasts, social media posts, and marketing reaching thousands of people
- Your logo will appear in our Post Ride Celebration rack card given to all participants before the ride

### Additional Benefits:

- Post Ride Celebration location labeled with your company's logo on event map.

## Map Ad Space

\$250

The Event Map is the main source riders and patrons will go to when looking for information before and during the ride. The map will feature all of the exciting festivities happening during the Square 2 Square Ride.

### Benefits Include:

- Logo/Ad will appear in event map that will be given to all riders prior to and during the ride.
- Event map will be posted on Bike Bentonville website and on social media.

## Mile Marker Sponsor

\$100; \$150 for both events

Mile markers will appear along each mile of the Square 2 Square Bike Ride (32 Miles Total). Two signs will be placed on each side of the Greenway at each mile point.

### Benefits Include:

- Company's logo on mile marker trail side signs
- 12x18 in yard sign will read "Mile \_\_\_\_ sponsored XYZ Company"
- Opportunity to have a presence along your sponsored mile